



CALPEEK

CALIFORNIA POLITICAL WEEK

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CAMPAIGN 2000: GOP WAR OF WORDS OVER REMAPPING ESCALATES. WILL UNZ EVER BACK OFF?

Editor's note: The ongoing battle between U.S. Rep. Bill Thomas(R-Bakersfield) and GOP maverick Ron Unz over which *remapping initiative* should be on the ballot in March of 2000 has escalated once again. Letters and memos are flying all over the place and we've got them to share with you. Here's our update and analysis...

...To begin with, Unz and Demo partner Tony Miller continue to collect signatures for their *Voters Rights 2000* (Plan D) initiative, which is pure campaign reform *without* any remapping element. Plan A, which does contain a remapping element, is still on the shelf – and in the opinion of some – that's where it will stay. As for Thomas and his initiative partner, Ted Costa of *People's Advocate*, they too continue to collect signatures on their remapping initiative. The *Let the Voters Decide* is the only initiative dealing with reapportionment that is on the street as we hit deadline...

...The *war of words* escalated when a letter sent to Unz by all 24 Calif. GOP U.S. House members was *leaked*. It asked Unz "to keep the commitment you made to provide your unequivocal support for the ballot initiative proposal our(CA GOP) delegation is pursuing to ensure a fair redistricting process following the 2000 census." Hardball politics...

...At about the same time Unz was practicing a little payback, faxing a memo to all GOP officerholders that really ripped into the Thomas/Costa effort. The Unz memo says that while the Thomas/Costa measure may be aiming for the March 2000 ballot, "They are only offering a street price of \$0.50 per signature, apparently indicating that the measure is actually aimed at the November 2000 ballot." FYI: our sources say the

price per/signature will go up; that the collection of signatures is on target; and it will qualify for March...

...Regardless, Thomas/Costa have other troubles too. It seems that Calif. Legislative GOPers are very POed with House GOPers because the Thomas/Costa plan cuts legislative salary and per diem pay. In the Unz memo, he quotes State Sen. Ray Hayes(R-Riverside), "The only message I get is that they're trying to screw state legislators... Why isn't Bill Thomas moving to cut his own pay?"...

...FYI: Calif. GOP National Committee members Tim Morgan and Barbara Alby wrote a stinging letter (6/11) to RNC Chair Jim Nicholson urging the RNC to **not** contribute to the Thomas/Costa initiative. "Instead, we urge that the RNC maneuver the necessary resources to ensure that Ron Unz's political reform initiative qualifies for the March ballot." This story just gets better & better, with no end in sight. Stay tuned...

CAMPAIGN 2000: THE RUN FOR THE WHITE HOUSE.

Editor's note: Although there was lots of news about both Demo & GOP presidential candidates this past week, **Calpeek** will look at the two Demos this week and focus next week on the Republicans. Here's our update about Al Gore vs. Bill Bradley – with the emphasis on Calif...

...Calif. is still *Clinton/Gore* friendly turf, although perhaps not as much as it used to be. All the problems and scandals that have surrounded the Clinton White House these past two years have taken a toll. But Calif., with its 432 Demo presidential delegates, is still *Big Casino* in terms of either VP Al Gore or former New Jersey U.S. Sen. Bill Bradley winning the nomination to be the Demo nominee in 2000. If the primary were held this week, Gore would win among Demos, based on a new

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L.A. Times poll. Among registered Demos, Gore leads Bradley by a margin of **56% vs. 26%**, with **2%** for someone else and **16%** undecided. Do these early polls mean much? It depends on who is spinning. More important is money, where Bradley is *competitive*...

...It's not surprising that Gore has a 30-pt. lead on Bradley when you consider that the former Knicks basketball star has only **42%** name ID among Demo voters in Calif. The question for Bradley is whether he can close the name ID and voter gap in the next 6 months. As most **Calpeek** readers are aware, Bradley is just now ending a 10-day visit to Calif., where he's been doing lots of photo ops and press availabilities in all of Calif.'s key media markets. The news media has been kind to Bradley and he's gotten a good bit of attention, especially in Sacto. In terms of issues, Bradley has discussed improving race relations and he delivered a major speech on ending child poverty. But there will be time for other issues because it's only Bradley vs. Gore --- not like the GOP where 11 candidates are vying for news media attention...

...Perhaps one reason why Bradley's trip has been so successful thus far is because he has a good press and spin operation. Daily schedules and news releases are faxed to reporters vs. *zip, nada, zero* for Gore. Mark this down to the organizational problems that Gore cmp. chair Tony Coelho is trying to fix. But Gore does have a fundraising operation in L.A. headed by Demo operatives Terry New and Sky Gallegos (310)575-4673, but has yet to hire a Calif. operative. Bradley recently hired consultant Gale Kaufman to oversee his Calif. operation...

...On the other hand, Gore has tons supporters here in Calif. -- such as pollster Paul Maslin or political spin MD Joe Cerrell, who are available for a quote or favor. FYI: Gore's quick visit to L.A. on June 18th (two days after he formally announced his candidacy) was advanced by Sharon Cerrell Levy...

...FYI: On June 16th the Gore 2000 Campaign named Janice Berman (wife of U.S. Rep. Howard Berman) as the Calif. Finance Cmt. chairperson. She'll be involved in finance as well as strategy. Naturally, Howard and Waxman/Berman pal Mel Levine are both involved, but U.S. Rep. Henry Waxman is MIA. Stay tuned...

CAMPAIGN 2000: OPPONENTS ORGANIZE TO FIGHT KNIGHT'S INITIATIVE BANNING GAY MARRIAGE.
Editor's note: In what promises to be a bitter and nasty campaign next year, those who oppose State Sen. Pete Knight's initiative to ban *same sex marriage* have hired a campaign team. Here's our update...

...Knight's initiative (sometimes called *Defense of Marriage Act* -- or DOMA for short) was one of the first measures to qualify for the Mar. 7, 2000 ballot. Knight had actually hoped to qualify DOMA for the November '98 ballot, but it just missed. Two months ago Knight hired Cavalier & Assoc., with Rob Stutzman handling daily management chores. They've been waiting to see what the NO side would actually do. Now they know...

...The opposition goes by **No on Knight, Californians for Fairness**. The general consultant is S.F.-based Staton/Hughes, with Mike Marshall as the daily mgr. There are two sets of pollsters: Decision Research (w/offices in San Diego & DC) and Lake Snell Perry & Assoc. of DC. The opponents are still interviewing various media consultants. Decision Research and the Lake firm have worked these types of initiatives before and in fact had been doing focus groups and survey work for the start-up committee before this recent announcement about this new team was made...

...The NO on Knight campaign will be HQed in S.F. at 505 Howard Street, S.F. 94015. ☎(415)227-1020. The website is www.NoOnKnight.org...

...In a written news release, Bob Meadow of Decision Research said, "Early polling, both public and private, shows we start out in a surprisingly strong position in this campaign." But the only polling that's been made public (The Field Poll) shows if the initiative were put to a vote today, **55%** would vote in favor vs. **39%** opposed and **6%** undecided. At the time this poll was taken in early March (a year before the 2000 primary) only 20% had even heard of the Knight/DOMA initiative. Stay tuned...

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CALPEEK'S CALENDAR OF POLITICAL EVENTS

June 29-July 1	Texas Gov. George Bush(R) in Calif.
July 16	CA Legislature recesses.
July 16-18	UC Davis Extension's 15 th Annual Political Campaign Mgt. Institute @UC Davis.
July 16-19	Council of State Govts. West 1999 annual meeting, Sun Valley, Idaho.
July 24-28	Nat'l Conf. of State Legislatures annual meeting, Indianapolis, IN.

CAMPAIGN '99: SAN FRANCISCO MAYOR WILLIE BROWN FORMALLY ANNOUNCES FOR REELECTION.

Editor's note: S.F. Mayor Willie Brown is now an official candidate for reelection. He formally tossed his hat in the ring for a 2nd term June 12th. But can he do what Art Agnos and Frank Jordan failed to do: win another term? Here's our update & analysis...

...On the stage with Brown were the who's who of Calif. Demo Party politics – Gov. Gray Davis, Lt. Gov. Cruz Bustamante, AG Bill Lockyer, Senate PPT John Burton, Assembly Speaker Antonio Villaraigosa and Assembly Majority Leader Kevin Shelley...

...And there were 8 members of the S.F. Bd. of Supes on stage too. The 3 who were missing from the big to do are *potential* Brown opponents: Leland Yee, Gavin Newsom and Bd. Chair Tom Ammiano...

...Brown has 21 opponents so far, with the filing deadline Aug. 6th. Of the 21, only campaign consultant-turned real estate investor Clint Reilly with his *deep pockets* presents a serious threat. But former Mayor Frank Jordan looks like he could jump in --- and our sources say at least one of the supes mentioned above is likely to go. All three are politically ambitious, but especially Yee and Newsom...

...The Brown spinners note that Willie has been governing from the center. And while there is lots of dissatisfaction with Mayor Brown, the spin is that voters tend to forget the good things that have happened on his watch: lower crime, lower unemployment (from 7% when he took office to 2% now); the remodeling of earthquake-damaged S.F. City Hall and a second UCSF campus at Mission Bay. But the one thing which is still troubling is Muni – the city's beleaguered transportation system. Brown promised to fix it when he ran against Jordan. Sources say that although Brown is trying, the system is still broken. That's Willie's vul-

nerable spot...

...Bottomline: in order to defeat Brown, he must be forced into a runoff (early December). Reilly by himself can't do it. So Willie, with his *power & charisma*, is still the frontrunner for now. Stay tuned...

CAMPAIGN 2000: UPDATE ON LEGISLATIVE RACES.

Editor's note: Here's another update on Legislative contests for 2000...

☒ **42nd AD** – The news here in this West L.A./Valley AD is that State Sen. Tom Hayden(D-West L.A.) may run here – as opposed to the 41st AD, which he used to represent. Nothing solid yet, just rumors. Hayden is *termed out* of his 23rd SD seat which covers both the 42nd and 41st ADs. When Hayden said that he would seek reelection to his old 41st AD, he cleared the field (p/a exec. Tom Soto of Santa Monica wanted to run but dropped out when Hayden announced). The theory behind this "switch" is that Hayden would have a tough primary in the 42nd AD, but would have clear sailing in the general (if he won). If Hayden were to seek reelection in the 41st, he'd have an easy primary, but perhaps a tough general. If Hayden did switch, it would put huge pressure on Paul Koretz, Steve Martin, Jill Barad, Amanda Susskind and Dr. Daniel Stone. FYI: Barad has hired consultant Richie Ross...

☒ **11th SD** – Moderate GOP Assemblyman Jim Cunneneen will challenge State Sen. Byron Sher(D-Palo Alto) next year. It's still not clear whether Demo Assemblyman Ted Lempert of San Mateo will challenge Sher in the primary, but Sher isn't taking any chances. He continues to rack up endorsements, even from individuals and groups who in past elections have supported Lempert. FYI: Sher has hired Staton/Hughes as his campaign consultants...

☒ **37th SD** – GOP Assemblyman Jim Battin of Palm Desert has formally announced for this seat now held by *termed out* State Sen. Dave Kelley(R). Battin does not have any major GOP primary challenge and it's not clear whom the Demos will pick. Battin has \$425,000 cash-on-hand (w/no debt) making him a solid favorite to hold this seat in the GOP column. Battin has hired McNally Temple & Assoc. to run his campaign. Battin has been endorsed by Kelley as well as by GOP Senate Leader Ross Johnson and GOP Senate Caucus Leader

Jim Brulte...

☒ **6th AD** – Marin Co. Sup. Hal Brown(D), cousin of Mayor Jerry and Kathleen Brown, announced recently that he's **not** running for Demo Assemblywoman Kerry Mazzoni's AD. Brown was considered the frontrunner after Doug Boxer dropped out. There are still many city council types in this race as well as water board member/Demo activist Joe Nation. Nation recently hired Terris & Jaye...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political and otherwise, worth noting...

■ **Car Tax Update** – As *Calpeek* predicted some time ago, Gov. Gray Davis(D) has embraced GOP State Sen. Jim Brulte's plan to further cut the State's **VLF** (vehicle license fee) – aka The Car Tax. The 2000 budget will set aside \$500 million (some sources think this figure will go up) for this tax cut. So where does this leave GOP Assemblyman Tom Mc-Clintock and his *Keep the Promise Initiative*, which will totally eliminate the VLF? Up in the air. Our sources say McC's initiative is using volunteers to collect signatures because the money isn't there for paid signature collection. But McC is looking for a White Knight. And guess where he's looking? Sources say they want to link up with U.S. Rep. Bill Thomas(R) and his buddy Ted Costa (the remapping/cut legislative pay initiative). Sources say that there is about **\$8.6 million** in the combined accounts of GOP House members from Calif. That's enough to fund both measures and McC sources say the two measures together make for a great political package on the March 2000 ballot. Spin. Spin...

■ **Will L.A. DA Garcetti Get Belmonted?** – L.A. Co. DA Gil Garcetti is under the gun once again. This time the issue is the possible cover-up over toxic contamination at the Belmont Learning Center under construction in L.A. L.A. Co. Sup. Mike Antonovich and State Sen. Tom Hayden(D-West L.A.) are trying to pressure Garcetti to launch a criminal probe to see if there was a cover up. The L.A. Daily News did an investigative story which raises questions about the soil tests at the school site. This school is being built on an old oil field site – loaded with toxics. Garcetti remains mum, while Antonovich says, "He'll be held responsible by the people of the county." Garcetti faces voters next year. Will Belmont replace OJ???

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● L.A.-based Rogers & Associates has hired Julie Buckner Levy as a VP of p/a and Sarah R. Ingram as a VP in the firm's Century City office...

● Public Policy Advocates moves to 1015 "K" St., Ste. 200, Sacto 95814. ☎ (916)441-0702...

● Dan Siwulec's Communications Marketing has a new location: 860 Via de la Paz, Ste. D3B, Pacific Palisades, CA 90272. ☎ (310)459-4282...

● Savvy political consultant/spin MD Kelly Hayes-Raitt has been hired as executive director of NARAL for Southern Calif....

● Sergio Picchio has been elected president of the Calif. Republican Assembly(CRA). He is the former nat'l chair of Young Americans for Freedom...

● Matt Taggart has been named director of media relations for the CA Foundation for Indep. Living Centers in Sacto...

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